

3 Increased desensitization to violence and victims of violence.

The APA study says...

"Viewing violence increases desensitization to violence, resulting in a calloused attitude towards violence directed at others and a decreased likelihood to take action on behalf of the victim when violence occurs."



"Bystander Effect"

In other words...

Excessive exposure to media violence may produce a psychological blunting of normal emotional responses to violent events. It may also lead to a lack of responsiveness in real life to people who have been hurt or who are in trouble. A major question that arises from this effect is are in danger of losing one of the fundamental principles of human civilization — concern for our neighbor?

4 Increased appetite for more violence in entertainment and real life.

The APA Study says...

"Viewing violence increases viewers' appetites for becoming involved with violence or exposing themselves to violence."

In other words...

Viewers who watch violence grow in their ability to tolerate more and more violence as part of media entertainment. They also tend to expose themselves to dangerous and violent situations in real life, for example, carrying weapons or abusing drugs or alcohol. But all of us have come to expect a certain level of violence in storytelling and we don't feel satisfied unless we get it. Children beg us to take them to the latest action-adventure movies even if they are rated "R." When they go out to play, they imitate the violence they see in the media, turning it into a game — until somebody gets hurt.



Find out more about the four effects of viewing media violence.

For a copy of the American Psychological Association's recent report, *Violence and Youth: Psychology's Response*, write to: APA, Public Interest Directorate, 750 First St., NE, Washington D.C., 20002-4242. Or call (202) 336-5500. Sample copies are free. Additional copies are \$4.